PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 Park Avenue, New York, NY 10017

TO: Jerry Isaacs DATE: June 6, 1988

FROM: Earl Herald

SUBJECT: PROJECT ART TEST CIGARETTES

Based on the Marketing discussions last Thursday, June 2, 1988, the Project ART consumer test will not be conducted as Ad/Pack research. Instead, testing will be conducted with one-hundred family members of New York Office employees. Please inform me of how to proceed with research production requirements.

cc: C. Bates
K. Eisen
C. Levy
K. Miller
M. Serrano
J. Whitman
J. Zoler

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